

John Antonios

presents

BRANDING NGO

linking CAUSE to ACTION



Microsoft

El Sawy Cultural Wheel, Zamalek, Cairo
September 27-28, 2011



Branding 2.0 for NGOs by [John Antonios](#) is licensed under a [Creative Commons Attribution 3.0 Unported License](#).



The Problem

Perception vs. Reality



@JohnAntonios #jatrains

Saturday, 1 October, 11



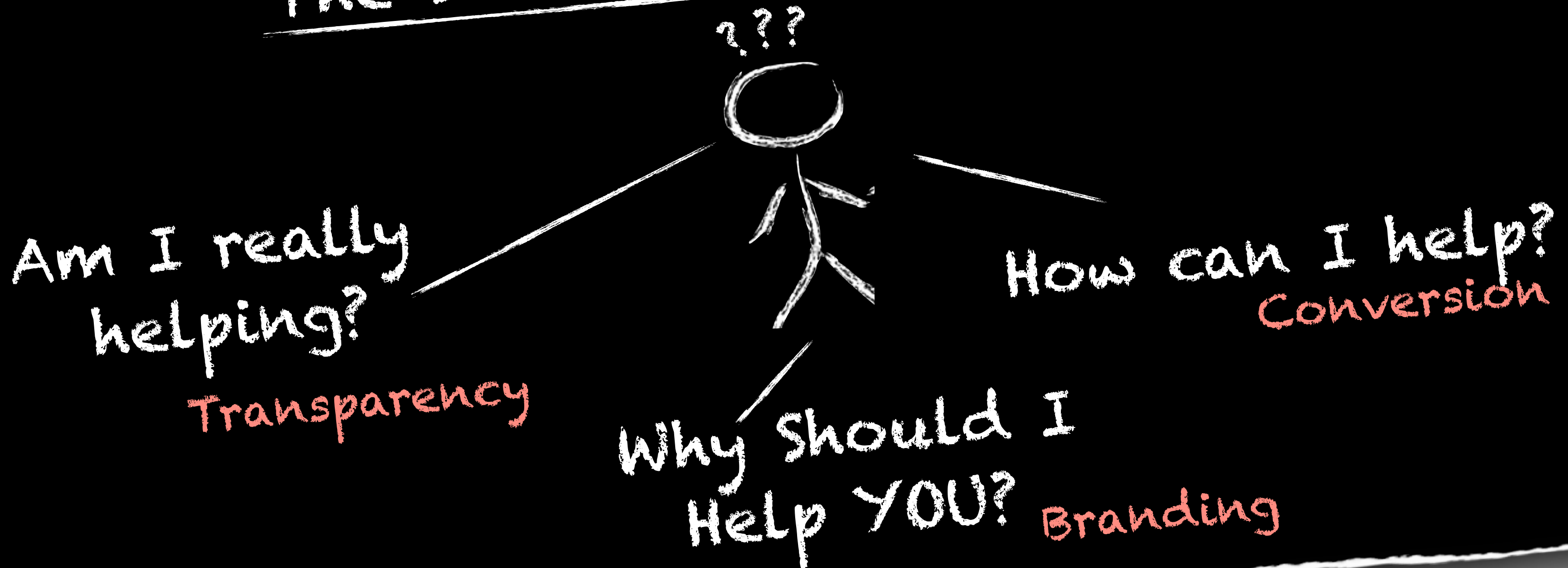
What is the main
PROBLEM faced by NGOs?

F U N D I N G

right?

What is the main **PROBLEM** faced by NGOs?

The Donors Thought Process



What is the main
PROBLEM faced by NGOs?

~~FUNDING~~

wrong!

What is the main
PROBLEM faced by NGOs?

EARNING

THE RIGHT ATTENTION

STANDING OUT

Branding

Unique Emotional Proposition



@JohnAntonios #jatrains

Saturday, 1 October, 11



STORYTELLING

Character

Action

Emotion

CHOOSE THE RIGHT MEDIA Atmosphere

Author: [Christina Muntean](#)

 @JohnAntonios #jatrains

Saturday, 1 October, 11



Social Media

A 2-Way Communication Channel



@JohnAntonios #jatrains

Saturday, 1 October, 11



BLOGS

PICTURES

MICROBLOGGING

VIDEO

PODCASTS

RATINGS

FORUMS

BOOKMARKING



@JohnAntonios #jatrains



